

simultaneously running each installed software control programs on the respective computer on which installed; and

automatically starting a sequence of displays for each of said first plurality of computers utilizing the respective control program of the simultaneously running control programs installed thereon.

15. The method of claim 14 further comprising providing that said sequences of displays differs among said first plurality of computers.

16. The method of claim 14 further comprising installing a corresponding at least one set of files on each respective one of said first plurality of computers, said corresponding at least one set of files being the basis of the presentation, each set of files of said at least one set of files including an initial file to be played and an ending file to be played.

17. The method of claim 16 further comprising timing playing of each file of each set of files of said corresponding at least

one set of files for each respective computer of said first plurality of computers such that a beginning time and play duration time is effectively associated with each file.

18. The method of claim 17 wherein the step of automatically starting further comprises providing a initial file start time for each instance of said software control program on each of said plurality of computers.

19. The method of claim 14 further comprising at least one instance of running a second plurality of simultaneous and independent executions of said software control program on a respective computer of said first plurality of computers such that said respective computer controls a corresponding second plurality of unlike presentation displays and further such that each instance of simultaneous and independent execution of said software control program coordinates a display sequence for a respective one of said corresponding second plurality of unlike presentation displays.

20. The method of claim 14 wherein said first plurality of computers include computers with unlike operating systems, said method further comprising:

providing that said software control program is  
written in a platform independent programming  
language.